



European eHealth business support.

Great success of the 2nd Solution Match edition with AXA

On June 28th, took place in AXA's headquarters in Paris the 2nd edition of eHealth Hub Solution Match service where 12 SMEs pitched their nutrition and smoking cessation solutions in front of AXA experts: 15 people from AXA global were present in the room while others from Europe, America and Asia were attending the event through video conference.

Charles-Etienne de Cidrac, director Health strategy at AXA opened the event presenting AXA's strategy, what they are looking for and why they decided to collaborate with eHealth Hub for this double solution match service, looking for smoking cessation solutions and nutrition and healthy habits programs.

Mr de Cidrac emphasized the importance of partnership and collaboration: Axa wants to partner with their customers for the sake of everybody's health. They also want to do partnerships with companies that are better than them in specific areas and that can bring innovation and added value into AXA's offering.



Each SME, starting with the 6 nutrition solutions and followed by the 6 smoking cessation solutions, had 8 min to pitch their solution followed by a Q&A, in front of two panels of 5 experts from AXA who dug into topics such as patient engagement, scientific evidence, etc.



AXA were very satisfied with the event. They were especially impressed by the professionalism of the companies, their pitches and capacity to really embrace AXA's need and requirements.

Begoña San José, head of partnership health at AXA, who has been coordinating Solution Match from AXA's side and working closely with ehealth Hub team, was very satisfied by the event and said that she met more objectives than she had! 'There were a number of extra ticks on a number of extra boxes!'

For the finalists SMEs, it was also a great opportunity to pitch their solution not only to the right persons in the company, which is always a challenge, but also to an audience from all around the world thanks to the internal videoconference system they put in place that day, meaning extra visibility for them.

AXA will now analyse all the presentations they saw and discuss next steps, including potential pilots in some countries.

health partnerships

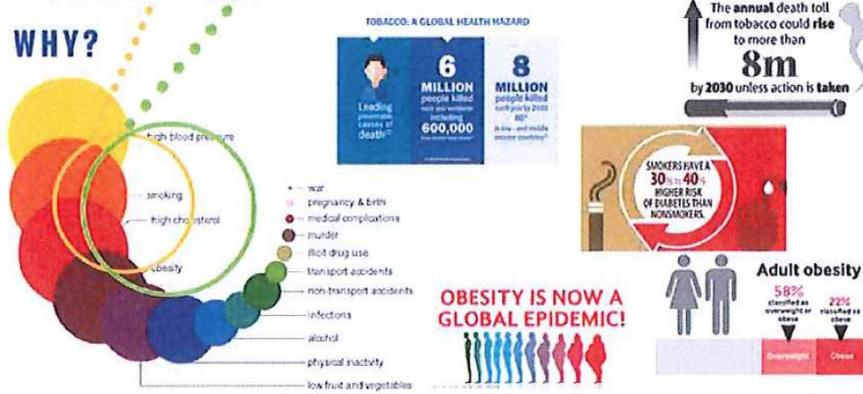
AXA is partnering with eHealth Hub and its Solution Match service to source partners



Acting upon **smoking** and **nutrition** to

- Reduce top risks which lead to premature death
- Focus on extending quality of life

WHY?



Sources: WHO, ASH, European Respiratory Society, NHS atlas of risk

IN LINE WITH OUR STRATEGY

Empowering people to live a better life

AXA, YOUR HEALTH PARTNER

- PROTECTING YOU:** HEALTH INSURANCE (AXA's current core value proposition)
- CARING FOR YOU:** CARE COORDINATION (My Healthcare XL managed care)
- LONG TERM HEALTH PROTECTION:** (My future health, investment, and wealth)
- PREVENTION/ WELL BEING:** (All helps me take every wellness step I can take)

Empowering people to live a better life, supporting them **quit smoking**, and follow **healthier diets**.

- NEW CUSTOMER EXPERIENCE:** Self-serve / Near service / Digital
- FROM PAYER TO PARTNER:** Insurance / Prevention / Care

IN LINE WITH OUR VALUES



Sourcing for solutions following our **selection criteria** (data management policy, programs based on a proven scientific evidence, a significant number of users, success rate, able to scale and go international).

Complementing our CSR actions to reach more customers.

IN PARTNERSHIP WITH THE eHealth

EU-funded project under Horizon 2020 that manages the call for application and startup selection according to your criteria



European eHealth business support.

TIMELINE & EXPECTATIONS



Call for applications: start ups with digital solutions for **smoking** and **nutrition** will submit their proposals.



Top 5 solutions from each category will be and their solutions will be presented to AXA's stakeholders



ENTITIES INTERESTED IN THESE

One-size does not fit all, so we are looking to find successful solutions for different geographies, customer segments



by Begoña SAN JOSE